



RENT

c/m: 3-26-98

L.E. MacWilliams

Region Operations Manager
Buffalo #1600

March 24, 1998

TO: KAM's
AM's
DM's
S. SHEFT G. BAIN
S. CLOSE M. TISINGER

RE: FORSYTH 2ND QUARTER 1998 PROMO
FSC-23B

Ladies & Gentlemen:

Please reference the attached FSC communication outlining promotion specifics for the second quarter. Upon receiving, you will note that this promotion is a Win/Win for our Direct Accounts, Retail Accounts and RJR. Please make every effort to sell 100% participation within the Region.

Key Dates:

- ***Fax Promotion Allocation Sheets to Customer Service by 5/1/98***
- ***Complete product forecast and submit to Customer Service by 5/1/98***

Please do not hesitate to contact your manager, Fray or myself should you have any questions concerning this program.

Sincerely,

Lori MacWilliams

L.E. MacWilliams
ROM/#1610
:etb

cc: W. Roth
F. Natale

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